

Sure Beats Sleeping in the Rain

Have you ever camped out on a city sidewalk for great seats to a rock concert, only to be disappointed? Or spent the day punching the redial button just hoping to get through on the ticket line? Die-hard fans of music, sports, or the arts do some pretty crazy things to get choice seats. Now, the Internet is opening a whole new arena of options.

Ticket service behemoth Ticketmaster (ticketmaster.com) sells all of its venues on its web site. Meanwhile, TicketWeb.com offers tickets to the smaller nightclub scene, museums, and performing arts nationwide. It sells over a million tickets a year, including everything from underground raves to Zen Bhuddist lectures.

"It is insanely convenient and will continue to grow," says Daniel Porter, TicketWeb.com spokesperson. "New technologies even page people when their favorite artist announces a show

and allow them to print tickets at home."

The web is also revolutionizing the world of ticket scalping. If you desperately want those 50-yard-line play-off seats or front-row tickets at that sold-out Springsteen concert, chances are you'll find them online. However, be prepared to pay a big premium.

eBay.com is just one of dozens of sites on the World Wide Web where you can bid for event tickets in a live online

auction. AllSoldOut.com, launched about a year ago, is another medium for ticket buyers and sellers, offering both traditional classified ads and auctions.

"Our site will level the playing field for buyers and sellers, as well as producers of entertainment," says Harold Craft, AllSoldOut.com CEO. He says the current structure of the marketplace makes this impossible. "By putting buyers and sellers in direct contact, prices will be more proportional to the quality of the seat. This will also help fill more seats."

More than 50,000 tickets are currently listed for sale on AllSoldOut.com.

Kraft says the majority of the sellers on his site are registered ticket brokers, and the site has not had problems with fraud.

However, as with any Internet auction or classified ads, the bottom line is still

buyer beware. Check out the seller and get a physical address. Also, pay by credit card to ensure yourself against fraud, or use an escrow agent to hold the money until you actually have the tickets in hand. •

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Some places to look for event tickets online:

www.eBay.com
www.AllSoldOut.com
www.ticketmaster.com
www.tickets.com
www.TicketWeb.com
www.tixs.com
www.telecharge.com



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